



# **GOALS AND OBJECTIVES MILPITAS ECONOMIC STRATEGY**

**DECEMBER 13, 2004**



## **Overview: Next Few Slides**



- **Presentation on suggested goals and objectives**
- **Discussion about priorities and timelines**
- **Review by Council**



## GOALS



- 1. Improve retail spending opportunities**
- 2. Balance housing supply with demand from local workers**
- 3. Retain and support the success of existing businesses**
- 4. Improve the employability of local residents**
- 5. Improve Milpitas' image**
- 6. Diversify the city's economic base**



## GOALS



# GOAL 1: Improve retail spending opportunities

- ➊ 1A: Diversity mix of retailers within the Midtown area
- ➋ 1B: Expand the existing regional shopping opportunities in the area that includes the Great Mall
- ➌ 1C: Optimize use of land at the Great Mall
- ➍ 1D: Increase demand for upscale retail



## GOALS



### **Goal 2: Balance housing supply with demand for housing by local workers**

**2A: Improve the balance of housing opportunities and job opportunities by increasing the percentage of Milpitas workers who live in Milpitas**



## GOALS



### **Goal 3: Retain and support the success of existing businesses**

**3A: Retain and expand existing Milpitas-based companies and create linkages between these companies and Milpitas' community organizations and schools**



## GOALS



### **Goal 4: Improve the employability of local residents**

- 4A: Collaborate with NOVA and others to establish a career center that would help match local workers with local jobs**
- 4B: Collaborate with NOVA and others to establish specialized training centers that support local jobs**
- 4C: Increase entrepreneurial participation among City residents**



## GOALS



**Goal 5: Improve Milpitas' image as a place to live, work and shop**

**5A: Build and maintain an effective place-branding strategy**





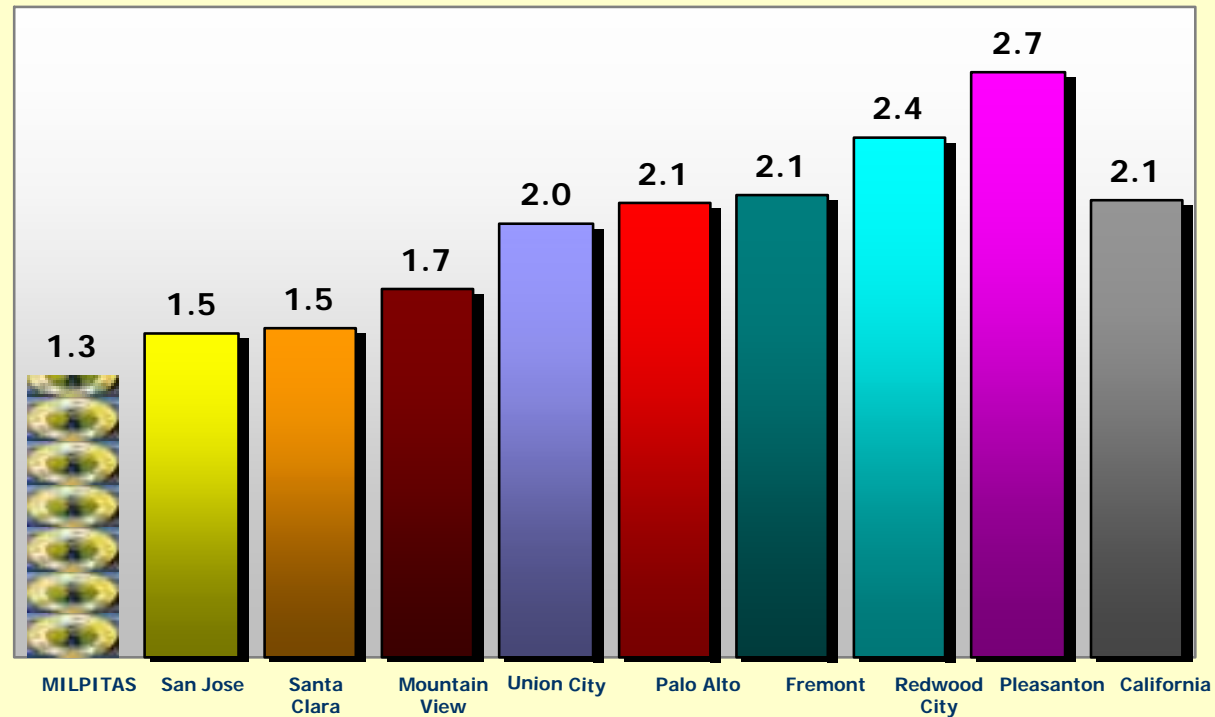
## GOALS



### **Goal 6: Diversify Milpitas' economic base**

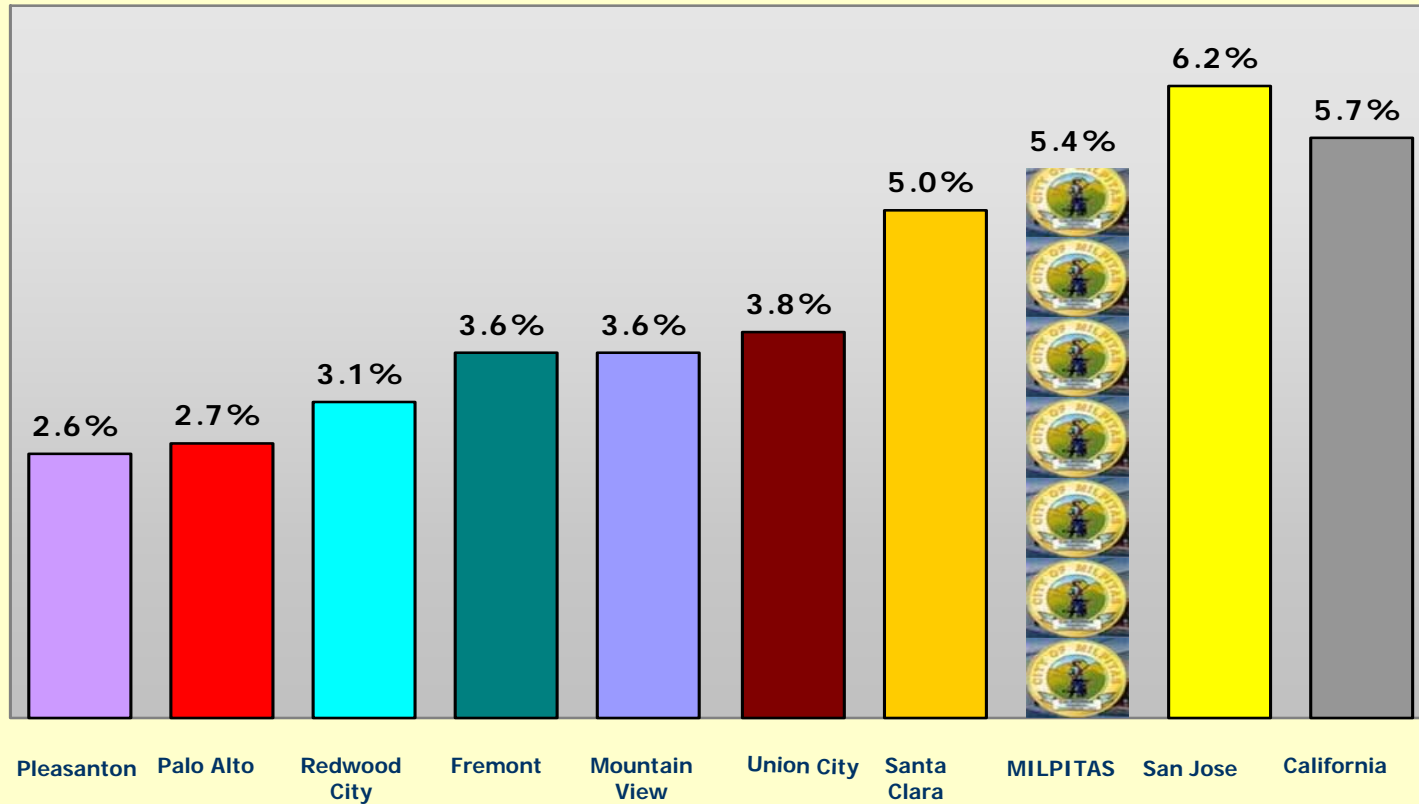
**6A: Increase the supply of Class A professional office space**

## Workers Needed to Qualify for Buying Homes



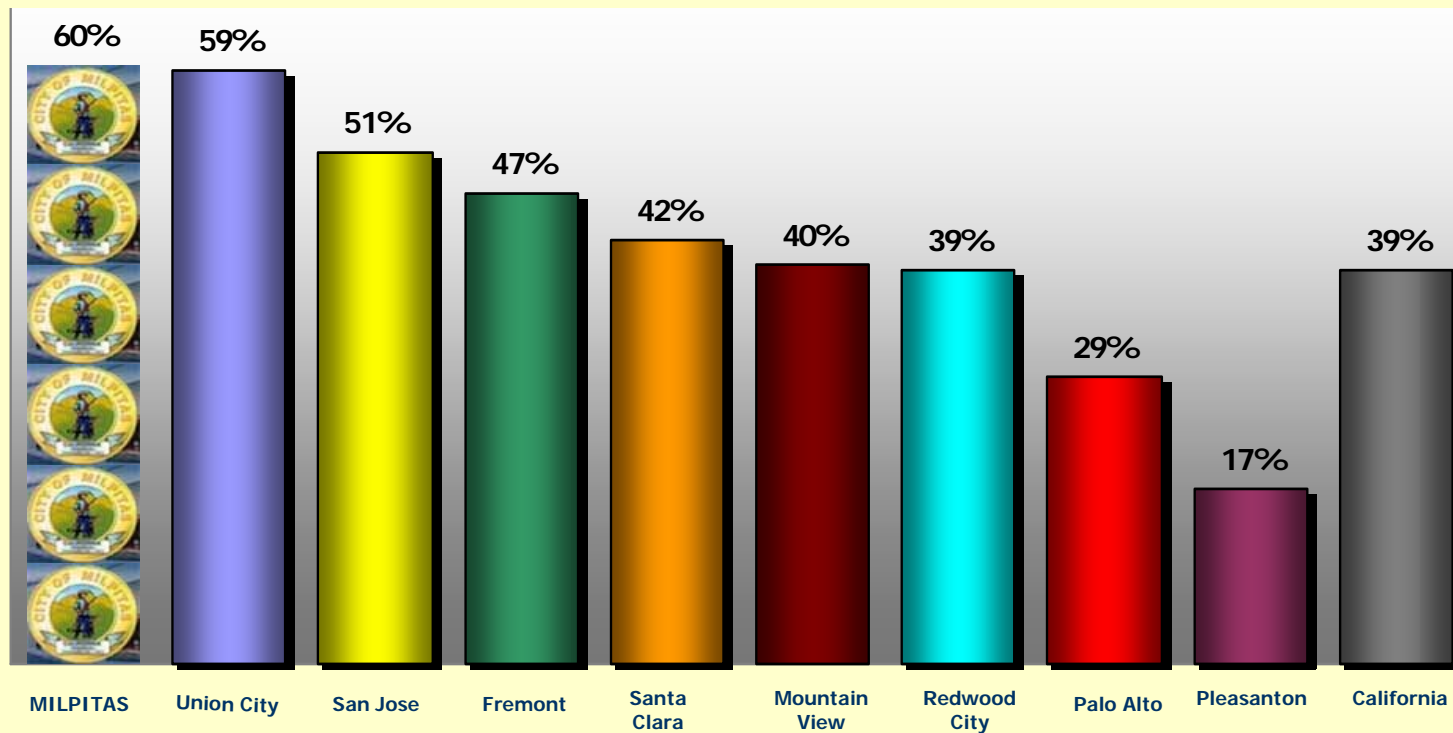
Source: Calculations by Applied Development Economics; home prices from DataQuick (median 2003), wages from the Quarterly Census of Employment and Wages 2002 with an adjustment made for 2003 based on the Consumer Price Index, Income needed to Qualify to purchase a home based on formula provided by the California Association of Realtors®

## Unemployment Rate, 2004



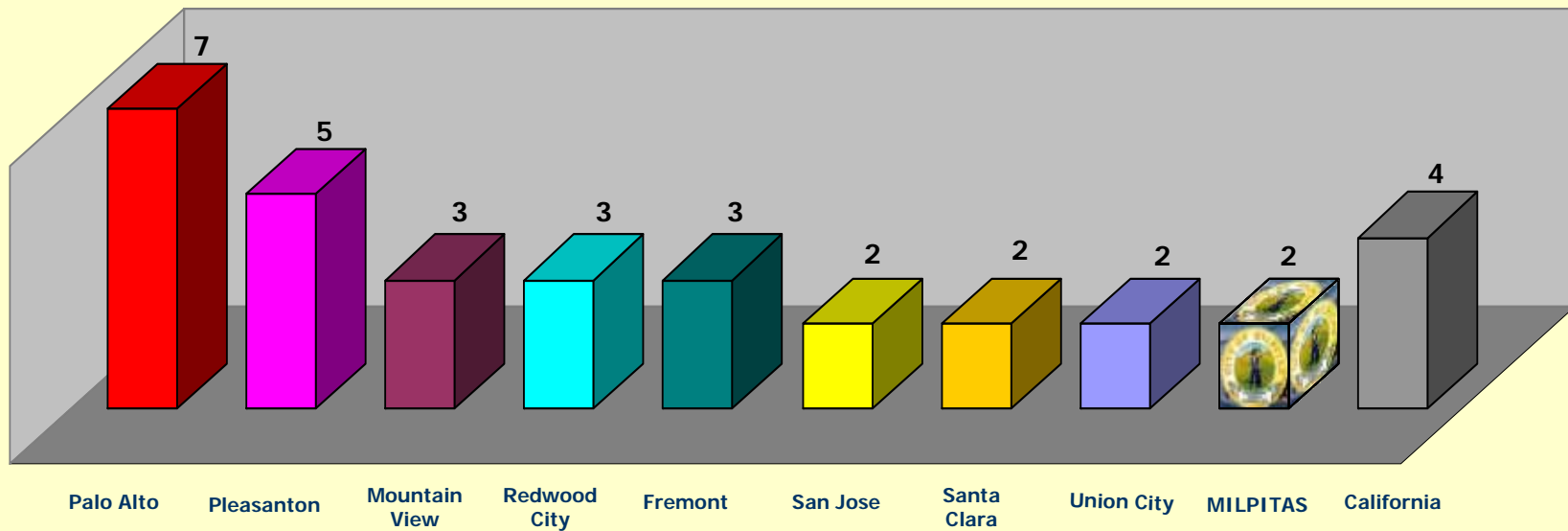
Source: The Labor Market Information Division of the California Employment Development

## Percent of Residents Speaking At Least Two Languages



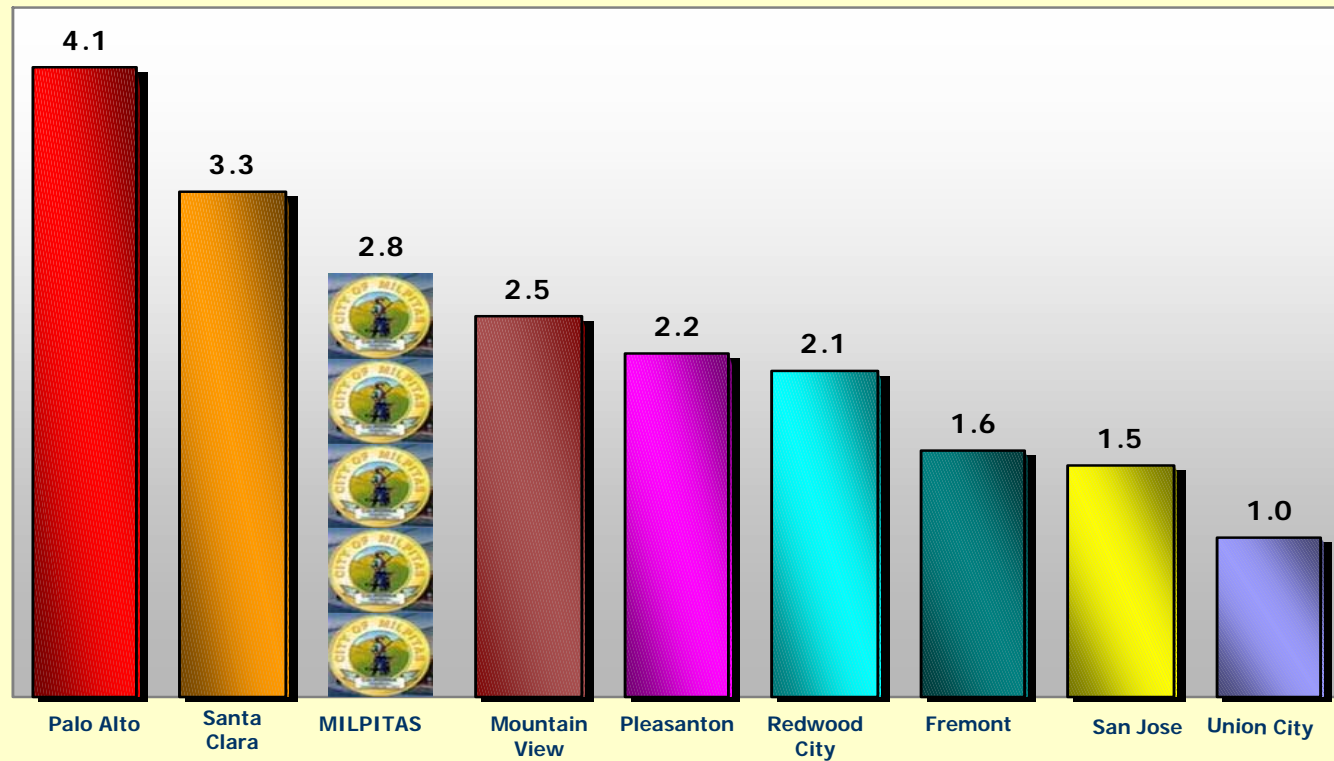
Source: US Census 2000

## Percent of Employed Residents Working at Home, 2000



Source: US Census 2000

## Jobs to Housing Ratio, 2003



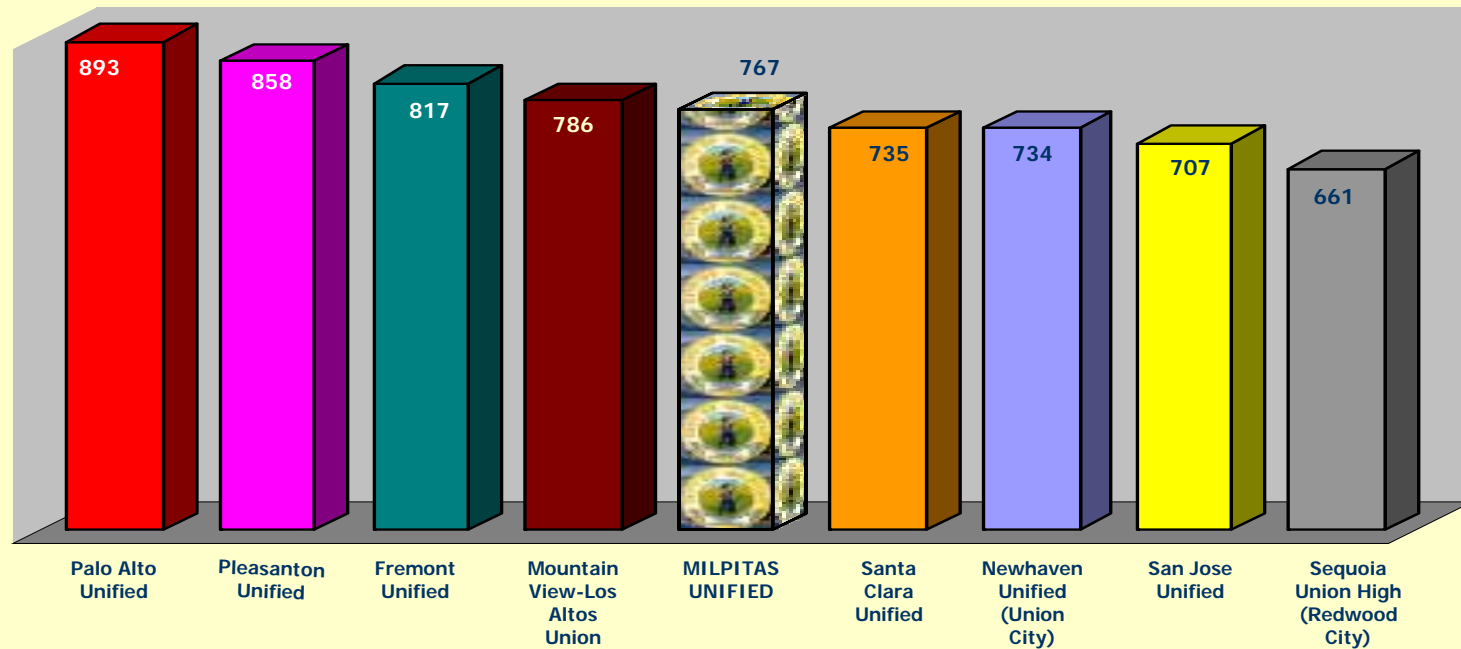
Source: Calculations by Applied Development Economics with data from the California Department of Finance and the Association of Bay Area Governments

### Comparison of Labor Force to Workers, 2000

|                  | Labor<br>Force | Worker<br>s | Ratio of<br>Workforce to<br>Labor Force |
|------------------|----------------|-------------|---|
| Union City       | 33,230         | 18,680      | 0.6                                     |
| San Jose         | 436,890        | 442,670     | 1.0                                     |
| Fremont          | 102,187        | 108,410     | 1.1                                     |
| Redwood City     | 57,807         | 62,000      | 1.1                                     |
| Milpitas         | 34,289         | 50,280      | 1.5                                     |
| Pleasanton       | 36,550         | 54,110      | 1.5                                     |
| Mountain<br>View | 47,556         | 82,370      | 1.7                                     |
| Santa Clara      | 55,528         | 135,960     | 2.4                                     |
| Palo Alto        | 42,992         | 110,890     | 2.6                                     |

Source: Applied Development Economics with data from the Association of Bay Area Governments

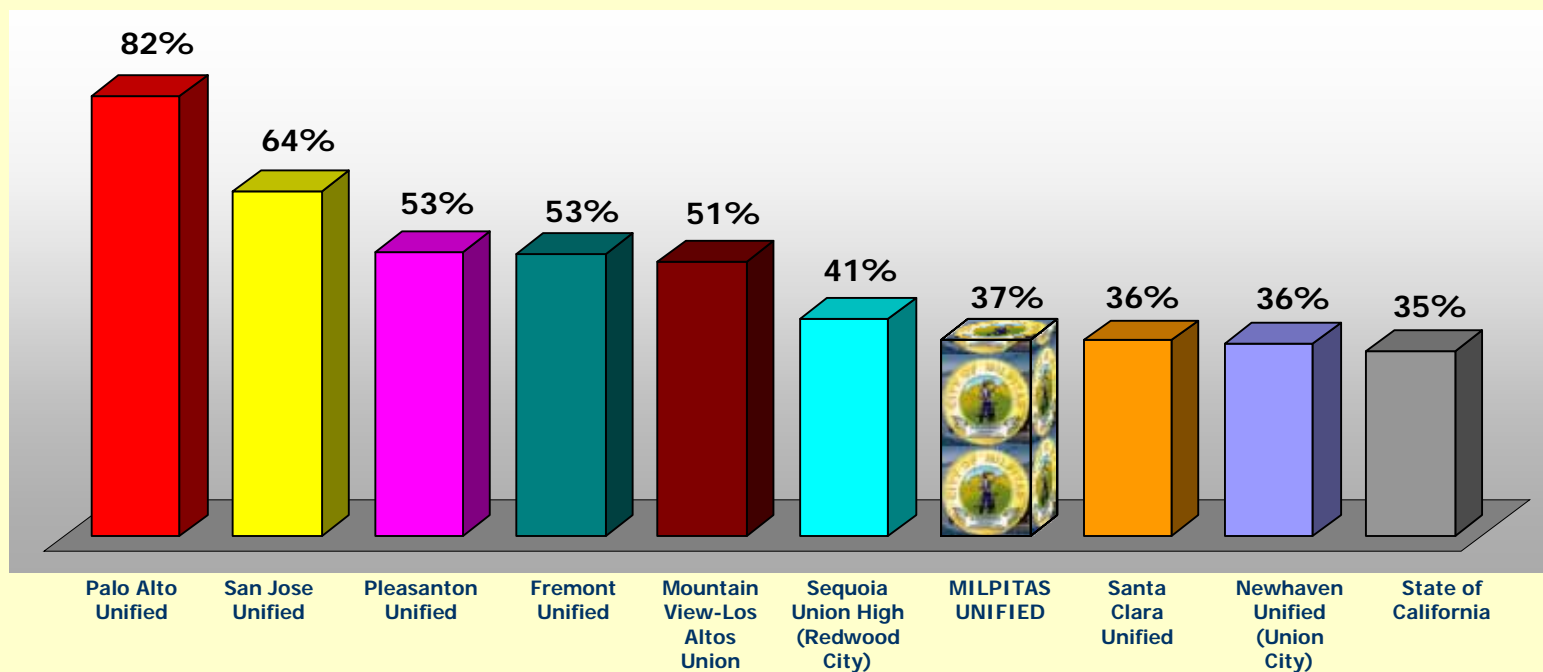
## Academic Performance Index, 2003



Source: California Department of Education



## Percent of High School Graduates Completing UC/CSU Class Requirements, 2003



Source: California Department of Education

### Taxable Retail Sales Per Capita, 2002

|                              | Milpitas | Mountain View | Palo Alto | Pleasanton | Redwood City | Union City | San Jose | Santa Clara | Fremont | California |
|------------------------------|----------|---------------|-----------|------------|--------------|------------|----------|-------------|---------|------------|
| Apparel                      | \$1,803  | \$226         | \$1,826   | \$1,497    | \$361        | \$183      | \$376    | \$427       | \$50    | \$401      |
| General Merchandise          | \$1,907  | \$3,387       | \$4,279   | \$4,603    | \$2,223      | N/A        | \$1,252  | \$2,160     | \$651   | \$1,385    |
| Food                         | \$592    | \$673         | \$605     | \$625      | \$755        | \$413      | \$444    | \$507       | \$489   | \$541      |
| Eating & Drinking            | \$2,635  | \$1,640       | \$3,335   | \$1,733    | \$1,331      | \$942      | \$948    | \$1,782     | \$743   | \$1,088    |
| Household Goods & Appliances | \$802    | \$734         | \$998     | \$820      | \$533        | \$219      | \$384    | \$1,426     | \$251   | \$400      |
| Building Materials           | \$1,167  | \$509         | \$302     | \$1,126    | \$692        | \$1,362    | \$800    | \$903       | \$703   | \$738      |
| Automotive & Auto Supplies   | \$536    | \$1,377       | \$3,577   | \$3,483    | \$4,694      | \$164      | \$1,574  | \$4,978     | \$2,307 | \$1,823    |
| Service Stations             | \$866    | \$1,116       | \$621     | \$665      | \$668        | \$446      | \$714    | \$752       | \$556   | \$684      |
| Other Retail Stores          | \$2,582  | \$1,864       | \$3,879   | \$2,864    | \$1,875      | \$2,739    | \$1,539  | \$2,983     | \$1,107 | \$1,558    |
| Retail Store Totals          | \$12,890 | \$11,524      | \$19,421  | \$17,417   | \$13,133     | \$6,469    | \$8,029  | \$15,917    | \$6,856 | \$8,618    |

Source: Prepared by Applied Development Economics with data from the California Department of Finance, the California State Board of

**Estimated Sales Per Square Foot  
for Select Bay Area Malls, 2003**

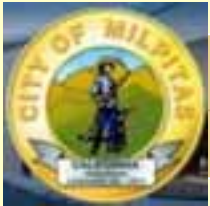
|                            |       |
|----------------------------|-------|
| Valley Fair                | \$634 |
| San Francisco Centre       | \$544 |
| Stonestown Galleria        | \$467 |
| Oakridge                   | \$355 |
| U.S. Average               | \$350 |
| Great Mall of the Bay Area | \$248 |
| Vallco Fashion Mall        | \$200 |

Source: Westfield America Trust annual report, 2003; Macerich Company press release database; Silicon Valley/San Jose Business Journal and the San Jose Mercury News

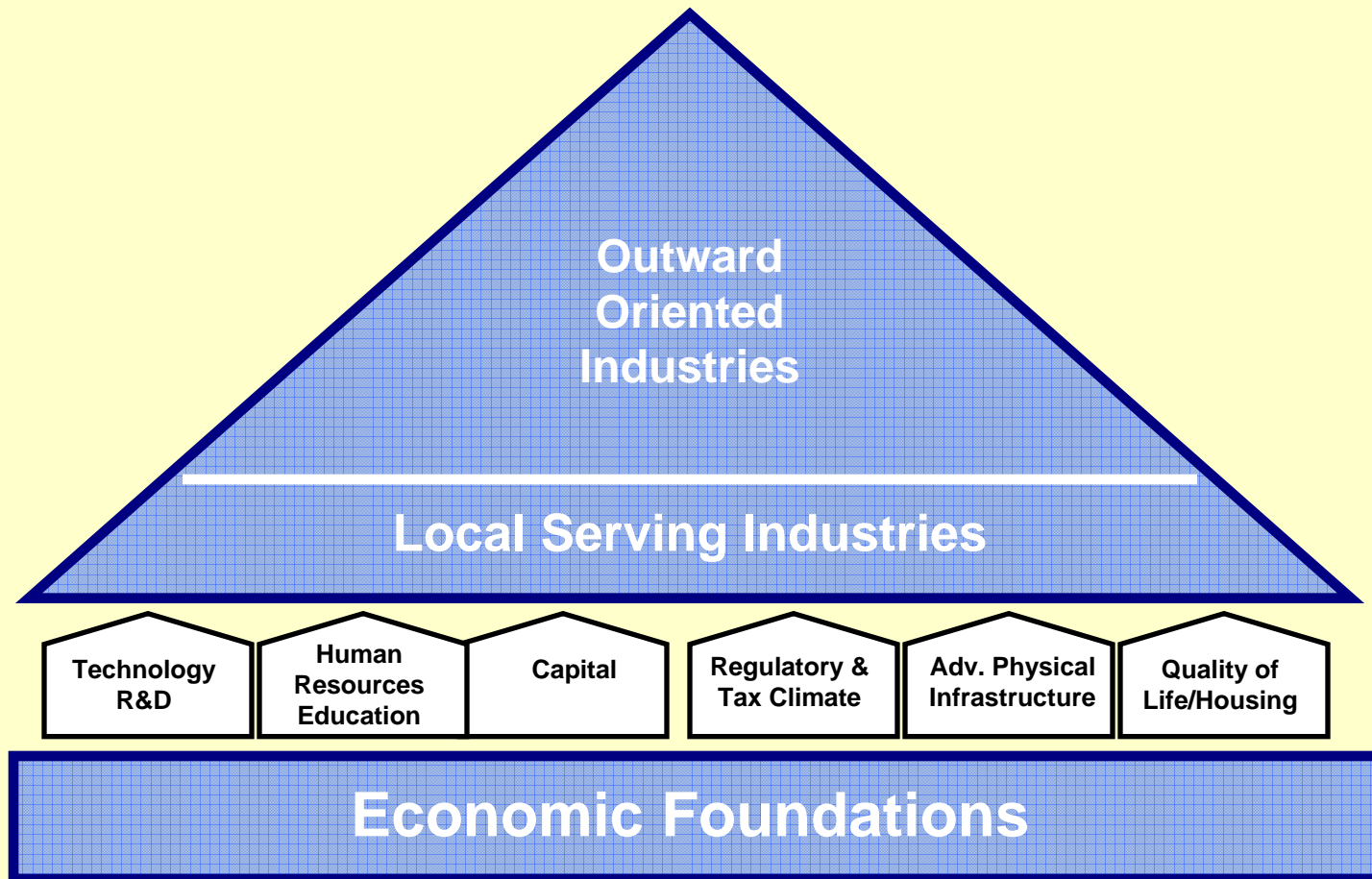


# **PROMOTING ECONOMIC PROSPERITY**

## **Discussion**

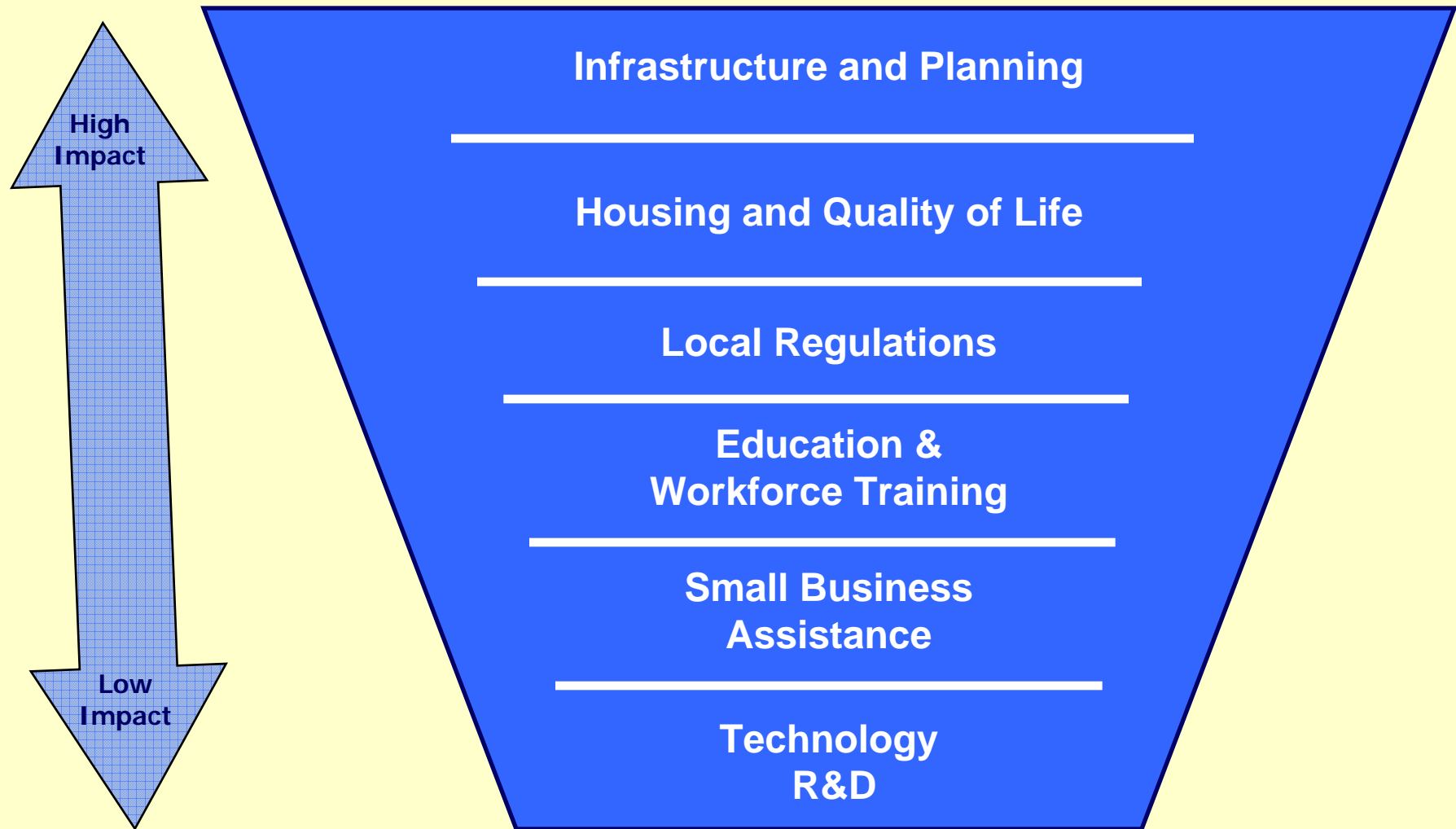


# Importance of Economic Development





## Priorities for Local Economic Development





# Economic and Fiscal Relationships in Milpitas

